



## Sales Bulletin

### EverFresh® Usage for Melanosis Prevention - A Sulfile Alternative for Shrimp and Lobsters

#### EverFresh® and Melanosis (Blackspot) Control

The rapid growth in market demand for safer, organic and natural foods includes specific interest in **sulfite-free foods**. Although sulfites remain a very common food additive used in a variety of foods and beverages, they remain linked to health concerns due to certain allergic-type reactions for some consumers, particularly hyper-asthmatic individuals that are more sensitive and intolerant to sulfite exposure.

This health concern has prompted regulations mandating HACCP programs to monitor the use of sulfites and product labeling to distinguish any use of sulfites with seafood products sold in the USA, Europe, Canada and other major seafood marketing nations. Likewise, these nations have approved and recognize the use of **EverFresh® as a sulfite alternative**.

EverFresh® was developed as a substitute for sulfites to control melanosis, the common discoloration associated with certain shrimp, lobsters and other crustaceans. The development of blackspot is caused by a natural enzyme reaction which is blocked by application of EverFresh®. In contrast, sulfites rely on reduction and bleaching of the dark pigments.

#### EverFresh® inhibits Melanosis in Head-on Shrimp and Lobsters



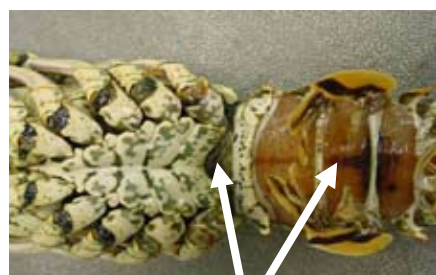
Pink Shrimp with EverFresh®



**Melanosis**  
Pink Shrimp without EverFresh®



Spiny Lobster with EverFresh®



**Melanosis**  
Spiny Lobster – without EverFresh®



## EverFresh® - New Applications

EverFresh® has been successfully used on various shrimp and lobsters around the world for 15 plus years. Initial applications were based on short time (minutes) dips commonly used aboard vessels harvesting wild products. Advanced applications with aquaculture or farmed products allow for more immediate and efficient applications with larger volumes. These applications are ideal for heads-on products as well as tails (headless products). The newer approach involves lower concentrations and longer exposure times to help inhibit the discoloring enzyme action.

The information contained herein is to the best of our knowledge, correct. The typical data outlined and the statements herein are intended as a source of general information. No warranties, expressed or implied, are made. It is recommended that this product undergo laboratory evaluations prior to use in a finished product. The information contained herein should not be construed as permission for violation of patent rights.